

CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

How does a CDP help reduce advertising costs?

- A. By targeting customers efficiently in their preferred channel
- B. By reducing the manual process from media buying
- C. By increasing the transparency of media spend
- D. By helping marketers understand the price of media

Correct Answer: A

QUESTION 2

When using the Cloud Storage data stream ingestion where does Salesforce CDP ingest from?

- A. Customer provided S3 bucket
- B. Salesforce provided S3 bucket
- C. Salesforce Information Model
- D. Any external cloud storage with a restful API

Correct Answer: A

QUESTION 3

Which field in the recommended source schema is not editable?

- A. Field Label
- B. Field API Name
- C. Header Label
- D. Data Type

Correct Answer: C

QUESTION 4

Which two steps required when setting up a Marketing Cloud activation?

- A. Set publish schedule
- B. Choose an Activation Target

C. Set subscriber key field

D. Select the Email Contact Point

Correct Answer: BD

QUESTION 5

What can be customized in the Salesforce CDP canonical model?

A. Objects, fields, and relationships

B. Objects

C. Objects and fields

D. Fields

Correct Answer: A

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